

ILLIA LUZAN

Senior Product Designer — Mobile & AI Products

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PROFILE

Product designer with 7+ years of experience designing mobile apps and web platforms for AI, e-learning, wellness and smart home startups. Takes products from a raw idea to release under high uncertainty, owning everything from requirements and flows to final UI and edge cases. Designed products whose companies raised \$3.7M+ and reached 300K+ users. Works close to engineering: builds code-connected design systems with Claude Code + Figma MCP. Former Team Lead and Art Director of a 6-person design team.

SKILLS

Product Design · Mobile App Design (iOS / Android) · Web Application Design · UX Research · Product Audit · Information Architecture · User Flows · Edge Cases · Prototyping · Design Systems · Design QA · Stakeholder Management · Design Team Leadership · Figma · Claude Code · Figma MCP

EXPERIENCE

TheRoom Design Boutique — Kyiv

Aug 2019 – Present

Senior Product Designer

Oct 2023 – Present

- Sole product designer on client products, from requirements and discovery to release and post-launch iterations.
- Introduced an AI design-to-code workflow (Claude Code + Figma MCP) that connects design systems directly to production code.
- Since Jun 2026: improving UX and running design QA across several client products in parallel.

Key project: **Access Training** — e-learning platform for vocational training

Jun 2025 – Jun 2026

- Designed the full student experience: sign-up and sign-in, course flow, quizzes, video and learning materials, webinar booking and job search.
- Mapped and designed edge cases across all student flows to make the product ready for development.
- Built a design system wired to code through Figma MCP + Claude Code, automating design-to-development handoff.
- Designed the marketing website that brings users into the platform.

Key project: **Perspective AI** — AI platform with multiple models and token rewards

Apr 2024 – Mar 2025

- Took the product from idea to launch: built a clickable proof of concept, then designed the full desktop and mobile web app with all states, including the wallet and token rewards flows.
- Defined how the brand lives in the interface: UI style, components, design system, accent colors and spacing.
- Designed the product landing page and a 13-slide investor pitch deck.
- **Outcomes (client-reported):** 300K+ users within 3 months of launch; \$200K raised in angel investment.

Key project: **BOLDR** — iOS app for smart home climate devices

Apr 2023 – Jan 2024

- Redesigned the iOS app end to end for the Klima smart sensor and the Fara and Kelvin heaters.
- Designed onboarding, device discovery, device control (temperature modes, settings) and edge cases; the app shipped to the App Store.

Team Lead / Art Director

Dec 2020 – Oct 2023

- Built a 6-person design team from scratch and ran hiring end to end.
- Led design reviews and QA across up to 8 concurrent client projects.
- Set art direction and delivery plans, balancing team capacity against deadlines.
- Mentored juniors and trainees into independent mid-level designers.

Key project: **Mine'D** — wellness app connecting users with emotional health experts

Sep 2020 – Apr 2022

- Designed the iOS app in two iterations: reworked the information architecture, set a new visual direction and designed Live Talks, a live audio-room feature, from scratch.
- Designed Mine'D Courses, a web app for courses by the platform's experts.
- **Outcomes:** 80K+ downloads and ~1h 15m average daily use (client data); the company raised a \$3.5M seed round led by Listen Ventures (TechCrunch, Jan 2022).

UI/UX Designer

Aug 2019 – Dec 2020

- Delivered 40+ projects: websites, e-commerce, web services and mobile apps.
- Designed an interactive onboarding demo for DocuSign.
- Promoted to Team Lead after 16 months.

Appello Software — Brisbane, Australia (Remote, Part-time)

Aug 2019 – Dec 2024

UI/UX Designer

- Designed 0→1 mobile MVPs for early-stage startups, from founder idea to App Store release; 5 apps shipped (under NDA).
- Defined MVP scope with founders and owned the full cycle: IA, user flows, wireframes, hi-fi UI, prototypes and App Store assets.
- Designed complex web services with data-heavy interfaces and multi-role flows.

Freelance UI/UX Designer — Upwork

Feb 2019 – Aug 2019

- Designed websites for wellness and e-commerce clients, from wireframes to final UI.

EDUCATION

M.A. Journalism & Media Communications

2023 – 2024

Simon Kuznets Kharkiv National University of Economics

B.A. Printing and Publishing

2015 – 2019

Simon Kuznets Kharkiv National University of Economics

COURSES

Product Design — SKVOT (2020)

LANGUAGES

English — C1 · Ukrainian — Native · German — A2